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Tourism Ireland announces Global Greening line-up for St Patrick's Day 2019

Tourism Ireland has launched its Global Greening campaign for 2019, continuing the organisation's first-half promotional drive to grow overseas tourism to the island.

The initiative – now in its tenth year – has grown from strength to strength, with exciting new attractions and sites around the world joining some 'old favourites' to turn green this year for St Patrick's Day.

The Global Greening campaign helps to generate over €10 million in positive publicity for the island of Ireland at an important time for decision-making on holidays.

Click [here](#) for the 2019 line-up confirmed to date.



Niall Gibbons
CEO, Tourism Ireland

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